

WHAT IS CLAIMED IS:

1. A process for incorporating ZnO particles in a cosmetic composition
5 comprised of solid asymmetric particles, comprising:

 Melting said solid asymmetric particles to form melted fatty acid;

 Adding un-coated ZnO particles to said melted fatty acid to form a
10 mixture of ZnO and fatty acid;

 Heating said mixture to a temperature of less than about 80°C for about
 5 to about 10 minutes;

15 Cooling said to a temperature of about 50°C, thereby quenching any
 reaction between said ZnO and said fatty acid.
2. The process according to claim 1, wherein said ZnO is added in an
20 amount of about 0.1 % to about 10 % by weight of said cosmetic
 composition.
3. The process according to claim 1, wherein said ZnO is added in an
25 amount of about 1 % to about 4 % by weight of said cosmetic
 composition.

4. The process according to claim 1, wherein said ZnO has a particle size diameter of less than about 500 nm.
- 5 5. The process according to claim 1, wherein said ZnO has a particle size diameter of less than about 200 nm.
- 10 6. The process according to claim 1, wherein said solid asymmetric particles are comprised of stearic acid.
- 15 7. The process of claim 1, wherein said solid asymmetric particles comprise about 10 % to about 25 % by weight of said composition.
8. The process of claim 1, wherein said heating temperature is about 60°C to about 70°C.
- 20 9. The process of claim 1, wherein said ZnO reacts with said fatty acid and said reaction is controlled to a conversion of about 5 % to about 10 % of said ZnO.

10. A cosmetic composition comprising:

(a) at least about 4% by weight of the composition of solid asymmetric particles;

5 (b) zinc oxide particles incorporated by the process according to claim 1;
and

(c) a cosmetically acceptable vehicle;

and

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wherein the composition has a normal stress of less than minus about 100 milli-Newtons.

11. The composition of claim 10, further comprising nonionic emulsifier
15 selected from the group consisting of sorbitan ester, ethoxylated sorbitan ester, ethoxylated alky ether, ethoxylated fatty acid ether, fatty alcohol, ethoxylated fatty alcohol and ester of glycerin and fatty acid.

12. The composition of claim 10, further comprising anionic emulsifier in a
20 ratio of said anionic emulsifier to said nonionic emulsifer is in the range of about 1:0.0000001 to about 1:9.

13. The composition of claim 12, wherein said anionic emulsifier remains anionic at low pH.

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14. The composition of claim 12, wherein said anionic emulsifier is present in an amount of about 0.1 % to about 10 % by weight of said composition.

15. The composition of claim 12, wherein a ratio of said anionic emulsifier to said nonionic emulsifier is set such that said composition exhibits viscosity profiles of 10 to 75 Pas, 2 to 25 Pas and 0.5 to 6 Pas at the shear rates of 1 s^{-1} , 10 s^{-1} and 100 s^{-1} respectively; wherein the composition has a normal stress of
5 less than minus about 100 milli-Newtons.

16. The composition of claim 10, wherein said solid asymmetric particles comprise about 12 % to about 20 % by weight of said composition.
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17. The composition of claim 10, wherein the solid asymmetric particles are crystalline.
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18. The composition of claim 10, wherein the viscosity of the composition is 10 to 75 Pas, 2 to 25 Pas and 0.5 to 6 Pas at the shear rates of 1 s^{-1} , 10 s^{-1} and 100 s^{-1} , respectively.
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19. The composition of claim 10, wherein said solid asymmetric particles are particles of a fatty acid containing from 12 to 22 carbon atoms.
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20. A method of controlling or preventing appearance tanning by applying to skin the composition of claim 10.